

Arizona County Lodging Indicators: May 2007

County	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	This	%	This	%	This	%	This	%	This	%
	month	change*	month	change*	month	change*	month	change*	month	change*
Apache County	72.0%	10.3%	\$75.28	7.7%	\$54.23	18.8%	22,151	12.0%	30,752	1.5%
Cochise County	72.2%	9.1%	\$63.66	10.0%	\$45.97	20.1%	58,891	14.2%	81,561	4.7%
Coconino County	75.3%	4.4%	\$86.67	6.5%	\$65.22	11.1%	245,851	4.5%	326,709	0.2%
Gila County	77.4%	14.2%	\$72.56	7.0%	\$56.18	22.3%	25,800	14.2%	33,325	0.0%
Graham County	79.9%	11.7%	\$72.03	11.8%	\$57.58	25.0%	9,367	11.8%	11,718	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	65.1%	-2.3%	\$114.54	5.6%	\$74.55	3.2%	1,032,042	-2.7%	1,585,712	-0.4%
Mohave County	61.2%	4.4%	\$77.74	1.6%	\$47.61	6.3%	80,196	3.8%	130,944	-0.8%
Navajo County	70.6%	12.6%	\$64.58	2.7%	\$45.61	15.6%	70,924	12.6%	100,440	0.0%
Pima County	64.5%	-2.3%	\$94.63	6.7%	\$61.05	4.3%	303,729	-4.1%	470,797	-1.8%
Pinal County	62.5%	0.3%	\$70.26	5.1%	\$43.94	5.6%	28,230	3.7%	45,136	3.2%
Santa Cruz County	70.6%	1.6%	\$71.58	5.2%	\$50.53	6.8%	20,986	7.4%	29,729	5.7%
Yavapai County	75.1%	2.2%	\$129.44	8.3%	\$97.25	10.6%	105,210	1.8%	140,027	-0.4%
Yuma County	57.1%	-5.0%	\$72.95	9.6%	\$41.67	4.1%	48,834	-1.8%	85,498	3.4%

County	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	YTD	%	YTD	%	YTD	%	YTD	%	YTD	%
		change*		change*		change*		change*		change*
Apache County	55.9%	5.1%	\$67.13	7.9%	\$37.53	13.3%	83,742	6.7%	149,792	1.5%
Cochise County	79.3%	9.1%	\$62.77	8.4%	\$49.76	18.3%	302,545	8.9%	381,651	-0.1%
Coconino County	56.0%	-0.2%	\$75.51	7.8%	\$42.32	7.6%	869,608	0.0%	1,551,832	0.2%
Gila County	73.4%	10.2%	\$67.44	8.5%	\$49.48	19.5%	119,096	10.2%	162,325	0.0%
Graham County	82.5%	12.6%	\$70.90	10.8%	\$58.50	24.7%	47,092	12.5%	57,078	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	76.3%	-0.7%	\$142.26	8.1%	\$108.61	7.4%	5,886,538	-1.7%	7,710,410	-1.1%
Mohave County	59.3%	-4.8%	\$73.91	7.3%	\$43.87	2.1%	378,547	-4.3%	637,824	0.5%
Navajo County	58.6%	6.9%	\$57.79	3.9%	\$33.87	11.1%	286,737	7.0%	489,240	0.0%
Pima County	74.5%	-0.9%	\$116.58	9.4%	\$86.88	8.3%	1,708,961	-2.8%	2,293,237	-1.8%
Pinal County	74.6%	0.5%	\$84.43	5.2%	\$63.00	5.8%	164,046	3.8%	219,856	3.2%
Santa Cruz County	75.8%	1.5%	\$72.90	10.3%	\$55.29	11.9%	109,828	7.3%	144,809	5.7%
Yavapai County	68.0%	-2.2%	\$120.53	9.0%	\$81.90	6.5%	463,194	-1.9%	681,647	0.3%
Yuma County	76.9%	-0.1%	\$81.03	9.2%	\$62.32	9.1%	314,045	1.2%	408,358	1.4%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.